



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Report Regarding City Community Survey

MEETING DATE: April 21, 2004

PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: That Council receive and discuss the Community Survey results as presented by DataCycles representative Mr. Steve Childs.

BACKGROUND INFORMATION: The long-awaited moment is finally here! During the Council presentation, Mr. Steve Childs, Vice President of Business Development for DataCycles will unveil the results of the Community Survey. The survey will officially close on Monday April 19, 2004 at 9:00 a.m. so staff is unable to provide detailed information on the ratings to Council within this packet. However, the information noted below, as of April 14, 2004 at 10:00 a.m., is provided as it will not bias those who have yet to take the survey prior to the deadline:

April 14, 2004 10:00 a.m. 1,839 total responses:

867 are from paper surveys
972 are from online surveys
47% are from paper (expected to climb to about 52%)
86% of registrants online filled out the survey (expected to climb to near 90%)

Voter registration panel (the Random Sample) 787 total responses:

441 are from paper surveys
346 are from online surveys
56% are from paper
This total response is final and represents a 20% response from this mailing, which is in line with expectations.

Utility Customer Panel (General City-wide Survey) 1052 total responses:

426 are from paper surveys
626 are from online surveys
40.4% are from paper (expected to reach a 50% paper response)
We are projecting 1250 total responses at the close of the survey, also in line with expectations.

FUNDING: Not Applicable

Janet S. Keeter
Deputy City Manager

APPROVED:
H. Dixon Flynn, City Manager

filed 4-21-04
1-2



City of Lodi, California
General Fund Survey

February – March, 2004

Exhibit "A" - Voters



Summary Report Voter Registration

City of Lodi General Fund Survey Prepared for: City of Lodi

Report Date: April 19, 2004

Note: Total responses per question vary because
not all participants answered each question.
Answers are ranked by highest to lowest % response.

10% hotel/motel tax (Up from current 6%)	Responses	%
5	351	45 %
4	143	18 %
3	116	15 %
2	40	5 %
1	106	14 %
Not sure	25	3 %
Grand Total	781	100 %

1/4 cent sales tax increase	Responses	%
5	242	31 %
4	133	17 %
3	106	14 %
2	51	7 %
1	222	28 %
Not sure	29	4 %
Grand Total	783	100 %

To what extent do you approve of 'big box', large-scale retailers entering Lodi?	Responses	%
Strongly approve	240	31 %
Somewhat approve	121	15 %
I'm neutral about it	102	13 %
Somewhat disapprove	107	14 %
Strongly disapprove	212	27 %
Grand Total	782	100 %

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs?	Responses	%
Definitely!	128	16 %
Probably	186	24 %
I'm neutral about it	225	29 %
Probably not	161	21 %
Definitely not!	78	10 %
Grand Total	778	100 %

Should the City continue to partially fund non-profits that promote community and economic development?	Responses	%
Definitely!	129	17 %
Probably	237	30 %
I'm neutral about it	195	25 %
Probably not	148	19 %
Definitely not!	71	9 %
Grand Total	780	100 %

If the City offered on-line utility billing, payments, and usage history, how often would you use it?	Responses	%
Always	111	14 %
Often	84	11 %
Occasionally	86	11 %
Rarely	132	17 %
Never	363	47 %
Grand Total	776	100 %

To what extent do you approve of Lodi Lake as an 'active' park?	Responses	%
Strongly approve	225	29 %
Somewhat approve	218	28 %
I'm neutral about it	137	17 %
Somewhat disapprove	106	14 %
Strongly disapprove	97	12 %
Grand Total	783	100 %



Summary Report Voter Registration

City of Lodi

Are there school-age children in your household?	Responses	%
None	594	77 %
One	85	11 %
Two	67	9 %
Three	22	3 %
Four	2	0 %
More than four	2	0 %
Grand Total	772	100 %

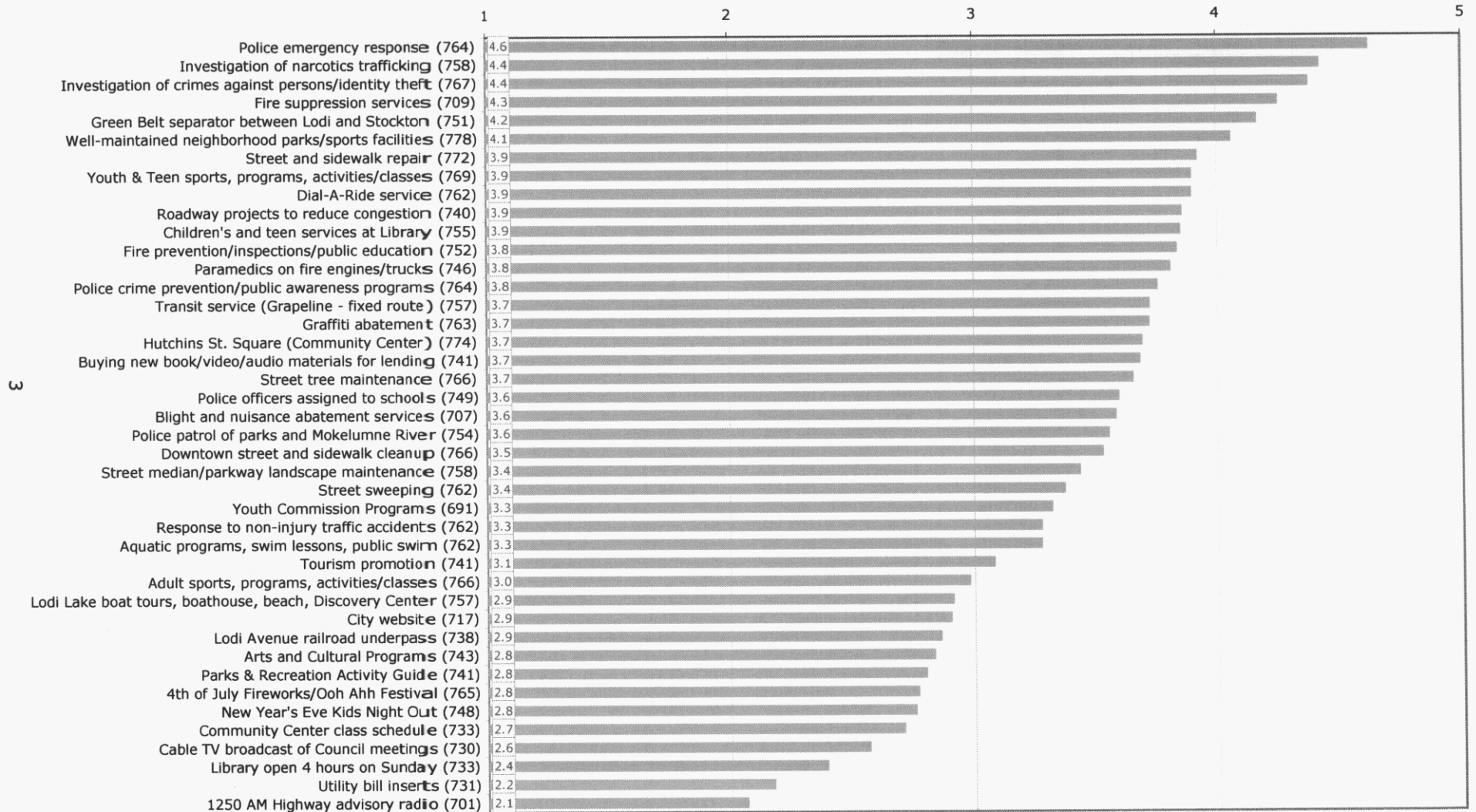
How long have you lived in Lodi?	Responses	%
0 - 2 years	6	1 %
3 - 5 years	84	11 %
6 - 10 years	64	8 %
11 - 15 years	88	11 %
16 - 20 years	78	10 %
More than 20 years	464	59 %
Grand Total	784	100 %

Do you own or rent your residence?	Responses	%
I own my residence	665	85 %
I rent my residence	98	13 %
Other	21	3 %
Grand Total	784	100 %

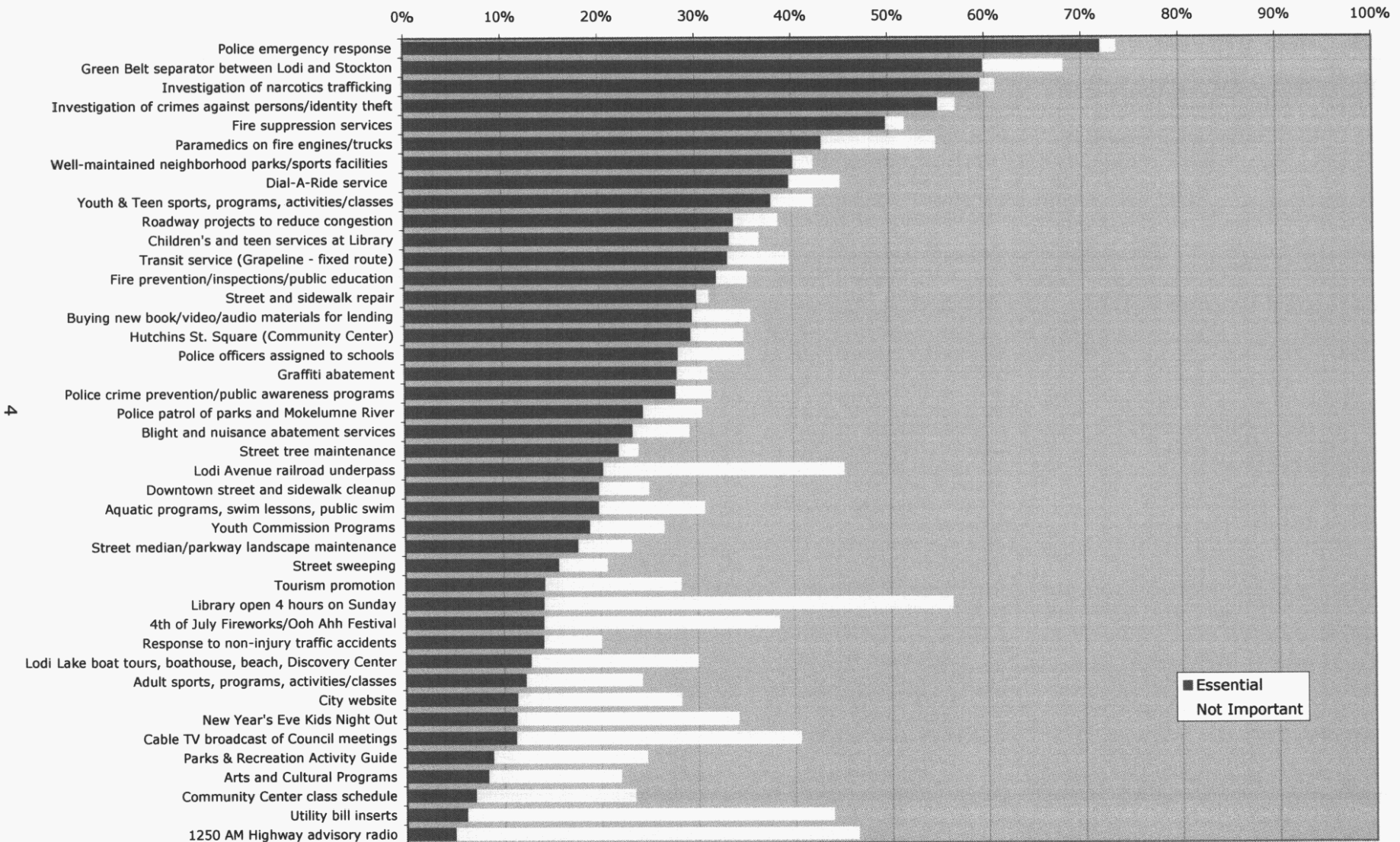
Zip Code	Responses	%
95242	436	57 %
95240	320	42 %
95241	11	1 %
Grand Total	767	100 %

In which age bracket are you?	Responses	%
18 - 24	9	1 %
25 - 34	37	5 %
35 - 49	160	21 %
50 - 65	267	34 %
66 - 75	152	20 %
Over 75	149	19 %
Grand Total	774	100 %

City of Lodi - General Fund Survey Ranking of Services Voter Registration Panel



City of Lodi - General Fund Survey Essential vs. Not Important Voter Registration Panel

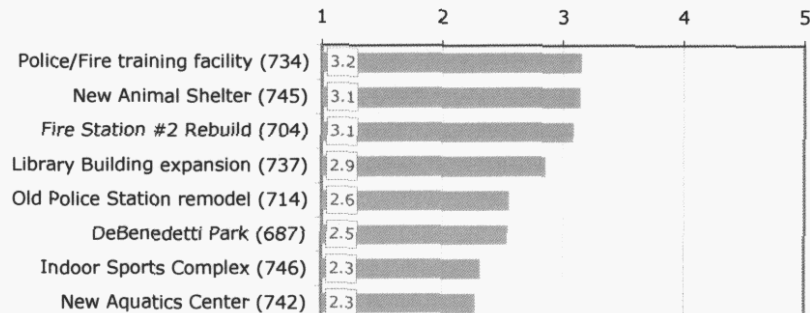


City of Lodi - General Fund Survey Score Composition of Services Voter Registration Panel

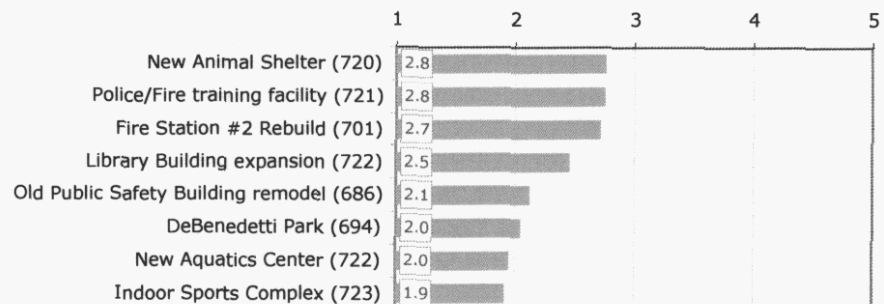


City of Lodi - General Fund Survey Ranking of Projects, Taxes, other Issues Voter Registration Panel

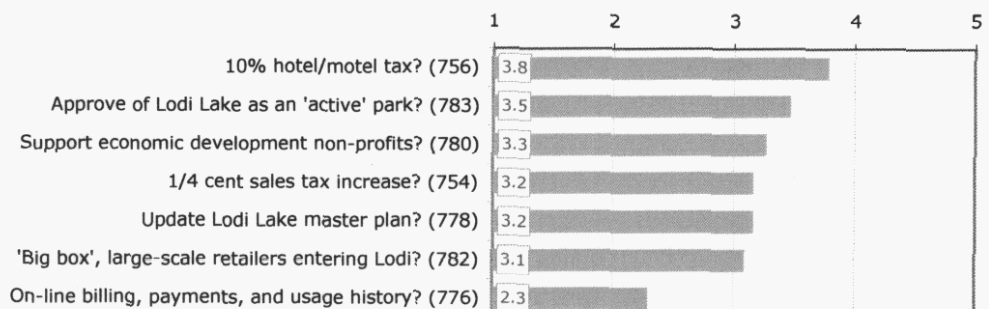
How important are these proposed construction projects?



Would you support bond measures for these projects?



Would you support these tax increases or other Lodi issues?



City of Lodi
General Fund Survey
Prepared for: City of Lodi
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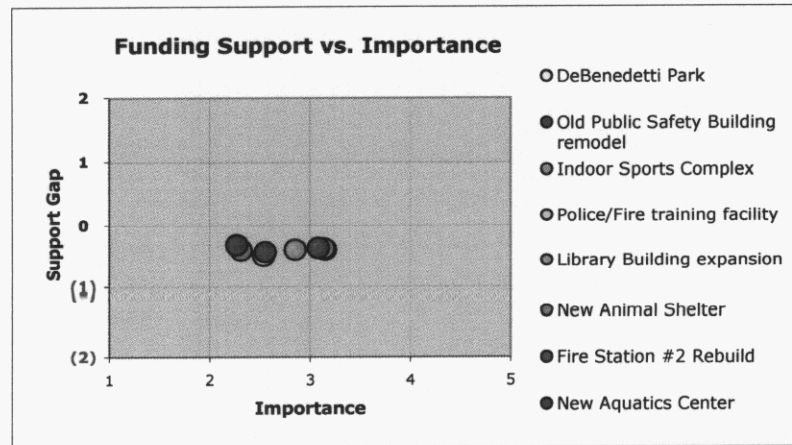
Voter Registration Panel
Proposed Construction Projects
Importance vs. Funding Support

How important are these proposed construction projects?
...Would you support bond measures for these projects?

	Support*	Importance*	Support Gap**
DeBenedetti Park	2.0	2.5	(0.5)
Old Public Safety Building remodel	2.1	2.6	(0.4)
Indoor Sports Complex	1.9	2.3	(0.4)
Police/Fire training facility	2.8	3.2	(0.4)
Library Building expansion	2.5	2.9	(0.4)
New Animal Shelter	2.8	3.1	(0.4)
Fire Station #2 Rebuild	2.7	3.1	(0.4)
New Aquatics Center	2.0	2.3	(0.3)

* Average scores are based on a rating scale of 1 (Not Important/Not Supportive) to 5 (Very Important/Very Supportive).

** Support gap is calculated by subtracting Importance from Support



The Support "Gap" is the average "support" score minus the average importance score for each proposed project. It is generally seen as a measure of the degree to which support for funding the projects with bond measures meets, exceeds, or falls short of the importance of the project.

City of Lodi - General Fund Survey (Voter Registration Panel) Services by Zip Code

Services ranked highest to lowest by overall average scores.

Service	Overall	95242	95240	95241
Police emergency response	4.6	4.6	4.6	4.8
Investigation of narcotics trafficking	4.4	4.5	4.4	4.7
Investigation of crimes against persons/identity theft	4.4	4.3	4.5	4.7
Fire suppression services	4.3	4.2	4.3	4.7
Green Belt separator between Lodi and Stockton	4.2	4.2	4.2	4.7
Well-maintained neighborhood parks/sports facilities	4.1	4.1	4.1	4.0
Street and sidewalk repair	3.9	3.9	4.0	4.2
Youth & Teen sports, programs, activities/classes	3.9	3.9	3.9	3.5
Dial-A-Ride service	3.9	3.9	3.9	4.2
Roadway projects to reduce congestion	3.9	3.9	3.8	4.0
Children's and teen services at Library	3.9	3.9	3.9	3.9
Fire prevention/inspections/public education	3.9	3.8	3.9	4.4
Paramedics on fire engines/trucks	3.8	3.8	3.8	4.5
Police crime prevention/public awareness programs	3.8	3.8	3.8	4.1
Graffiti abatement	3.7	3.7	3.8	4.0
Transit service (Grapeline - fixed route)	3.7	3.7	3.7	4.1
Buying new book/video/audio materials for lending	3.7	3.7	3.7	3.5
Hutchins St. Square (Community Center)	3.7	3.7	3.6	3.9
Street tree maintenance	3.7	3.6	3.7	3.5
Police officers assigned to schools	3.6	3.6	3.6	3.9
Blight and nuisance abatement services	3.6	3.6	3.6	3.8
Police patrol of parks and Mokelumne River	3.6	3.5	3.7	3.6
Downtown street and sidewalk cleanup	3.5	3.5	3.6	3.7
Street median/parkway landscape maintenance	3.5	3.4	3.5	3.7
Street sweeping	3.4	3.3	3.5	3.7
Youth Commission Programs	3.3	3.3	3.4	2.3
Response to non-injury traffic accidents	3.3	3.2	3.3	3.8
Aquatic programs, swim lessons, public swim	3.3	3.3	3.3	3.4
Tourism promotion	3.1	3.1	3.1	3.3
Adult sports, programs, activities/classes	3.0	3.0	2.9	3.4
Lodi Lake boat tours, boathouse, beach, Discovery Center	2.9	3.0	2.8	2.7
City website	2.9	2.9	3.0	2.6
Lodi Avenue railroad underpass	2.9	2.9	2.8	3.8
Arts and Cultural Programs	2.8	2.9	2.8	3.1
Parks & Recreation Activity Guide	2.8	2.8	2.8	3.1
4th of July Fireworks/Ooh Ahh Festival	2.8	2.8	2.7	2.4
New Year's Eve Kids Night Out	2.8	2.9	2.7	1.9
Community Center class schedule	2.7	2.7	2.7	3.6
Cable TV broadcast of Council meetings	2.6	2.6	2.5	2.9
Library open 4 hours on Sunday	2.4	2.4	2.4	2.0
Utility bill inserts	2.2	2.1	2.2	2.5
1250 AM Highway advisory radio	2.1	2.1	2.0	2.8

Total number of respondents:

768 437 320 11

Value less than 3.5

Value equal to 3.5

Value greater than 3.5

Respondents used a 1-5 rating scale when rating services (higher numbers mean more importance).

City of Lodi - General Fund Survey (Voter Registration Panel) Services by Age Bracket

Services ranked highest to lowest by overall average scores.

Service	Overall	50 - 65	35 - 49	66 - 75	Over 75	25 - 34	18 - 24
Police emergency response	4.6	4.6	4.6	4.6	4.6	4.8	4.6
Investigation of narcotics trafficking	4.4	4.5	4.3	4.5	4.4	4.4	4.1
Investigation of crimes against persons/identity theft	4.4	4.4	4.3	4.3	4.3	4.4	4.6
Fire suppression services	4.2	4.3	4.3	4.2	4.2	4.2	3.9
Green Belt separator between Lodi and Stockton	4.2	4.1	4.1	4.1	4.3	4.6	4.4
Well-maintained neighborhood parks/sports facilities	4.1	4.0	4.3	4.0	4.0	4.3	4.3
Street and sidewalk repair	3.9	3.9	3.8	3.9	4.1	4.0	3.7
Youth & Teen sports, programs, activities/classes	3.9	3.9	4.2	3.7	3.7	4.2	4.3
Dial-A-Ride service	3.9	3.9	3.6	4.0	4.2	3.7	3.1
Roadway projects to reduce congestion	3.9	3.9	3.9	3.8	3.9	3.6	4.0
Children's and teen services at Library	3.9	3.8	3.9	3.8	3.8	4.2	3.9
Fire prevention/inspections/public education	3.8	3.7	3.8	3.9	4.1	4.1	3.5
Paramedics on fire engines/trucks	3.8	3.6	4.0	3.8	3.9	3.7	4.3
Police crime prevention/public awareness programs	3.8	3.6	3.8	3.9	3.9	3.9	3.9
Graffiti abatement	3.7	3.7	3.8	3.7	3.7	3.9	3.9
Transit service (Grapeline - fixed route)	3.7	3.7	3.6	3.8	3.9	3.6	3.6
Hutchins St. Square (Community Center)	3.7	3.7	3.5	3.7	4.0	3.1	3.3
Buying new book/video/audio materials for lending	3.7	3.7	3.9	3.4	3.5	4.1	3.3
Street tree maintenance	3.6	3.6	3.6	3.5	3.8	3.8	3.2
Police officers assigned to schools	3.6	3.4	3.8	3.5	3.6	3.8	4.2
Blight and nuisance abatement services	3.6	3.5	3.5	3.6	3.7	3.5	3.1
Police patrol of parks and Mokelumne River	3.5	3.5	3.6	3.5	3.6	3.8	3.2
Downtown street and sidewalk cleanup	3.5	3.5	3.5	3.5	3.7	3.6	3.4
Street median/parkway landscape maintenance	3.4	3.4	3.5	3.4	3.5	3.5	3.1
Street sweeping	3.4	3.3	3.3	3.3	3.6	3.4	3.5
Youth Commission Programs	3.3	3.3	3.6	3.2	3.0	3.7	3.3
Aquatic programs, swim lessons, public swim	3.3	3.1	3.6	3.1	3.3	3.6	3.3
Response to non-injury traffic accidents	3.3	3.2	3.3	3.3	3.5	3.3	2.8
Tourism promotion	3.1	3.0	3.1	3.1	3.2	3.0	3.3
Adult sports, programs, activities/classes	3.0	2.9	3.1	2.9	3.0	3.1	3.3
Lodi Lake boat tours, boathouse, beach, Discovery Center	2.9	2.9	3.0	2.8	2.9	3.4	2.6
City website	2.9	2.9	3.2	2.6	2.5	3.8	3.3
Lodi Avenue railroad underpass	2.9	2.8	2.7	2.8	3.2	2.7	2.8
Arts and Cultural Programs	2.8	2.9	2.8	2.7	2.9	2.5	2.4
Parks & Recreation Activity Guide	2.8	2.7	3.0	2.7	2.8	3.3	2.6
New Year's Eve Kids Night Out	2.8	2.7	2.7	3.0	2.8	2.9	2.8
4th of July Fireworks/Ooh Ahh Festival	2.8	2.7	2.9	2.7	2.7	3.1	3.3
Community Center class schedule	2.7	2.7	2.7	2.6	2.9	2.6	2.4
Cable TV broadcast of Council meetings	2.6	2.7	2.4	2.7	2.6	2.0	2.6
Library open 4 hours on Sunday	2.4	2.3	2.4	2.3	2.4	2.9	2.5
Utility bill inserts	2.2	2.1	2.1	2.2	2.5	1.9	1.9
1250 AM Highway advisory radio	2.1	1.9	1.7	2.2	2.6	2.0	1.6

Total number of respondents:

774 267 160 152 149 37 9




Value less than 3.5

Value equal to 3.5

Value greater than 3.5

Respondents used a 1-5 rating scale when rating services (higher numbers mean more importance).

**City of Lodi - General Fund Survey (Voter Registration Panel)
Services by Residence Ownership**

Services ranked highest to lowest by overall average scores.					
Service	Overall	Own	Rent	Other	
Police emergency response	4.6	4.6	4.8	4.7	
Investigation of narcotics trafficking	4.4	4.4	4.5	4.1	
Investigation of crimes against persons/identity theft	4.4	4.4	4.5	4.6	
Fire suppression services	4.3	4.2	4.4	4.0	
Green Belt separator between Lodi and Stockton	4.2	4.1	4.3	4.2	
Well-maintained neighborhood parks/sports facilities	4.1	4.0	4.2	4.2	
Street and sidewalk repair	3.9	3.9	4.1	3.9	
Dial-A-Ride service	3.9	3.8	4.3	4.0	
Youth & Teen sports, programs, activities/classes	3.9	3.8	4.2	4.6	
Roadway projects to reduce congestion	3.9	3.8	4.1	3.9	
Children's and teen services at Library	3.9	3.8	4.3	4.3	
Fire prevention/inspections/public education	3.8	3.8	4.2	3.9	
Paramedics on fire engines/trucks	3.8	3.7	4.3	4.2	
Police crime prevention/public awareness programs	3.8	3.7	4.2	4.0	
Graffiti abatement	3.7	3.7	3.9	3.5	
Transit service (Grapeline - fixed route)	3.7	3.7	4.1	4.1	
Hutchins St. Square (Community Center)	3.7	3.7	3.8	3.3	
Buying new book/video/audio materials for lending	3.7	3.6	4.2	3.9	
Street tree maintenance	3.7	3.6	3.8	3.5	
Police officers assigned to schools	3.6	3.5	4.0	4.0	
Blight and nuisance abatement services	3.6	3.6	3.5	3.6	
Police patrol of parks and Mokelumne River	3.6	3.5	3.9	3.3	
Downtown street and sidewalk cleanup	3.5	3.5	3.8	3.6	
Street median/parkway landscape maintenance	3.4	3.4	3.6	3.3	
Street sweeping	3.4	3.3	3.5	3.7	
Youth Commission Programs	3.3	3.3	3.6	3.9	
Response to non-injury traffic accidents	3.3	3.2	3.6	3.2	
Aquatic programs, swim lessons, public swim	3.3	3.2	3.5	3.8	
Tourism promotion	3.1	3.1	3.2	3.4	
Adult sports, programs, activities/classes	3.0	2.9	3.2	3.5	
Lodi Lake boat tours, boathouse, beach, Discovery Center	2.9	2.9	3.2	3.1	
City website	2.9	2.8	3.4	3.4	
Lodi Avenue railroad underpass	2.9	2.8	3.4	2.8	
Arts and Cultural Programs	2.8	2.8	3.2	2.7	
Parks & Recreation Activity Guide	2.8	2.7	3.1	3.1	
4th of July Fireworks/Ooh Ahh Festival	2.8	2.7	2.9	3.3	
New Year's Eve Kids Night Out	2.8	2.7	3.1	3.2	
Community Center class schedule	2.7	2.6	3.1	2.8	
Cable TV broadcast of Council meetings	2.6	2.6	2.5	3.0	
Library open 4 hours on Sunday	2.4	2.3	2.8	2.7	
Utility bill inserts	2.2	2.2	2.3	2.2	
1250 AM Highway advisory radio	2.1	2.0	2.7	2.4	
Total number of respondents:		784	665	98	21
Value less than 3.5					
Value equal to 3.5					
Value greater than 3.5					
Respondents used a 1-5 rating scale when rating services (higher numbers mean more importance).					




City of Lodi - General Fund Survey (Voter Registration Panel) Services by Number of Children

Services ranked highest to lowest by overall average scores.

Service	Overall	None	One	Two	Three	Four	More than four
Police emergency response	4.6	4.6	4.7	4.5	4.8	5.0	5.0
Investigation of narcotics trafficking	4.4	4.4	4.5	4.3	4.2	5.0	5.0
Investigation of crimes against persons/identity theft	4.4	4.4	4.4	4.3	4.4	5.0	5.0
Fire suppression services	4.2	4.2	4.3	4.1	4.3	5.0	5.0
Green Belt separator between Lodi and Stockton	4.2	4.2	4.1	4.2	4.3	5.0	3.0
Well-maintained neighborhood parks/sports facilities	4.0	4.0	4.2	4.2	4.3	4.0	4.0
Street and sidewalk repair	3.9	3.9	3.8	3.8	4.0	4.5	4.5
Youth & Teen sports, programs, activities/classes	3.9	3.8	4.1	4.3	4.5	4.5	4.0
Dial-A-Ride service	3.9	3.9	3.9	3.7	3.3	5.0	3.0
Roadway projects to reduce congestion	3.9	3.9	4.0	3.6	4.1	5.0	3.0
Children's and teen services at Library	3.8	3.8	4.0	4.3	3.4	4.5	5.0
Fire prevention/inspections/public education	3.8	3.8	3.7	3.8	3.9	4.5	4.0
Paramedics on fire engines/trucks	3.8	3.8	3.9	3.8	3.8	5.0	5.0
Police crime prevention/public awareness programs	3.8	3.7	3.8	3.8	3.7	5.0	4.0
Graffiti abatement	3.7	3.7	3.7	4.0	3.9	5.0	4.5
Transit service (Grapeline - fixed route)	3.7	3.8	3.5	3.5	3.5	5.0	3.0
Buying new book/video/audio materials for lending	3.7	3.6	3.9	4.0	4.0	5.0	4.0
Hutchins St. Square (Community Center)	3.7	3.7	3.5	3.4	3.4	5.0	4.5
Street tree maintenance	3.7	3.6	3.7	3.6	3.7	4.5	3.5
Police officers assigned to schools	3.6	3.5	3.9	3.8	4.0	5.0	5.0
Blight and nuisance abatement services	3.6	3.6	3.6	3.4	3.6	4.0	4.0
Police patrol of parks and Mokelumne River	3.6	3.5	3.5	3.8	3.6	5.0	4.5
Downtown street and sidewalk cleanup	3.5	3.5	3.5	3.5	3.7	4.0	3.5
Street median/parkway landscape maintenance	3.4	3.4	3.5	3.4	3.5	4.5	4.0
Street sweeping	3.4	3.4	3.3	3.3	3.5	3.0	4.0
Youth Commission Programs	3.3	3.2	3.7	3.6	3.5	4.5	3.0
Aquatic programs, swim lessons, public swim	3.3	3.2	3.3	3.8	4.0	4.0	5.0
Response to non-injury traffic accidents	3.3	3.2	3.3	3.4	3.2	4.5	4.5
Tourism promotion	3.1	3.1	2.9	3.0	3.3	3.5	3.5
Adult sports, programs, activities/classes	3.0	2.9	3.0	3.3	2.7	3.5	3.5
Lodi Lake boat tours, boathouse, beach, Discovery Center	2.9	2.9	3.0	3.1	3.2	4.0	4.0
City website	2.9	2.8	3.1	3.2	3.1	5.0	4.5
Lodi Avenue railroad underpass	2.8	2.9	2.7	2.6	2.2	5.0	4.0
Arts and Cultural Programs	2.8	2.8	2.7	2.9	2.6	4.0	2.5
Parks & Recreation Activity Guide	2.8	2.7	3.0	3.2	3.0	3.5	4.5
4th of July Fireworks/Ooh Ahh Festival	2.8	2.7	3.0	3.0	3.4	4.0	3.0
New Year's Eve Kids Night Out	2.8	2.8	2.7	3.0	2.1	4.0	2.0
Community Center class schedule	2.7	2.7	2.8	2.7	2.5	3.5	3.5
Cable TV broadcast of Council meetings	2.6	2.6	2.5	2.6	1.8	3.0	2.0
Library open 4 hours on Sunday	2.4	2.3	2.5	2.7	2.5	5.0	5.0
Utility bill inserts	2.2	2.2	2.1	2.0	1.9	2.5	2.0
1250 AM Highway advisory radio	2.0	2.1	1.8	1.8	1.6	-	2.0

Total number of respondents:

772 594 85 67 22 2 2

Value less than 3.5 
Value equal to 3.5 
Value greater than 3.5 

Respondents used a 1-5 rating scale when rating services (higher numbers mean more importance).

filed 4-21-04



City of Lodi, California
General Fund Survey

February – March, 2004

Exhibit "B" - Utilities Customers



Summary Report Utility Customers

City of Lodi General Fund Survey Prepared for: City of Lodi

Report Date: April 19, 2004

Note: Total responses per question vary because
not all participants answered each question.
Answers are ranked by highest to lowest % response.

10% hotel/motel tax (Up from current 6%)	Responses	%
5	631	51 %
4	182	15 %
3	156	13 %
2	71	6 %
1	160	13 %
Not sure	39	3 %
Grand Total	1239	100 %

1/4 cent sales tax increase	Responses	%
5	437	35 %
4	168	14 %
3	172	14 %
2	86	7 %
1	332	27 %
Not sure	40	3 %
Grand Total	1235	100 %

To what extent do you approve of 'big box', large- scale retailers entering Lodi?	Responses	%
Strongly approve	374	30 %
Somewhat approve	171	14 %
I'm neutral about it	169	14 %
Somewhat disapprove	145	12 %
Strongly disapprove	384	31 %
Grand Total	1243	100 %

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs?	Responses	%
Definitely!	190	15 %
Probably	329	27 %
I'm neutral about it	312	25 %
Probably not	286	23 %
Definitely not!	118	10 %
Grand Total	1235	100 %

Should the City continue to partially fund non-profits that promote community and economic development?	Responses	%
Definitely!	189	15 %
Probably	361	29 %
I'm neutral about it	289	23 %
Probably not	237	19 %
Definitely not!	159	13 %
Grand Total	1235	100 %

If the City offered on-line utility billing, payments, and usage history, how often would you use it?	Responses	%
Always	198	16 %
Often	149	12 %
Occasionally	150	12 %
Rarely	208	17 %
Never	527	43 %
Grand Total	1232	100 %

To what extent do you approve of Lodi Lake as an 'active' park?	Responses	%
Strongly approve	349	28 %
Somewhat approve	319	26 %
I'm neutral about it	228	18 %
Somewhat disapprove	197	16 %
Strongly disapprove	149	12 %
Grand Total	1242	100 %



Summary Report Utility Customers

City of Lodi

Are there school-age children in your household?	Responses	%
None	890	72 %
One	147	12 %
Two	136	11 %
Three	43	3 %
Four	13	1 %
More than four	2	0 %
Grand Total	1231	100 %

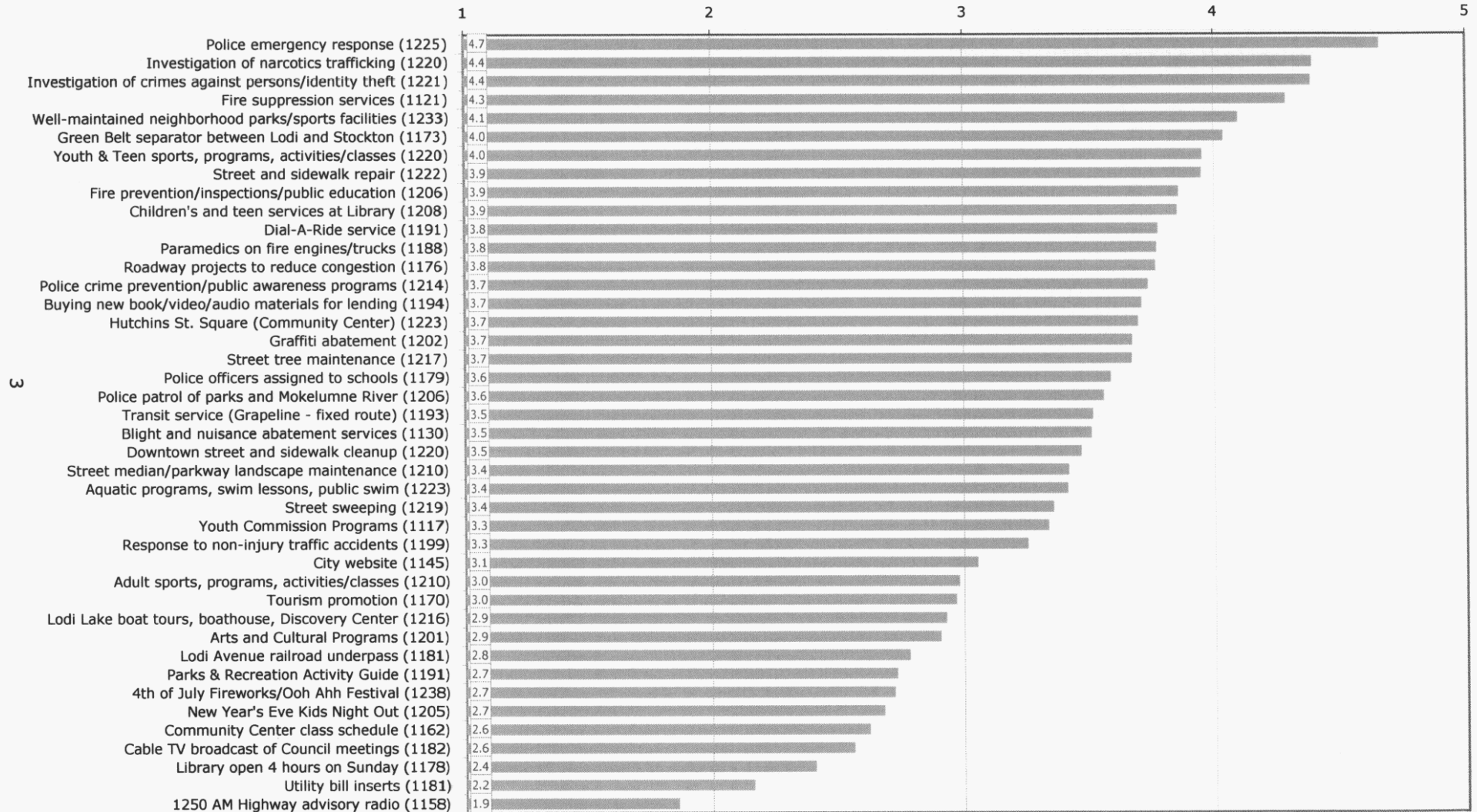
How long have you lived in Lodi?	Responses	%
0 - 2 years	79	6 %
3 - 5 years	122	10 %
6 - 10 years	118	9 %
11 - 15 years	109	9 %
16 - 20 years	123	10 %
More than 20 years	697	56 %
Grand Total	1248	100 %

Do you own or rent your residence?	Responses	%
I own my residence	1032	83 %
I rent my residence	191	15 %
Other	25	2 %
Grand Total	1248	100 %

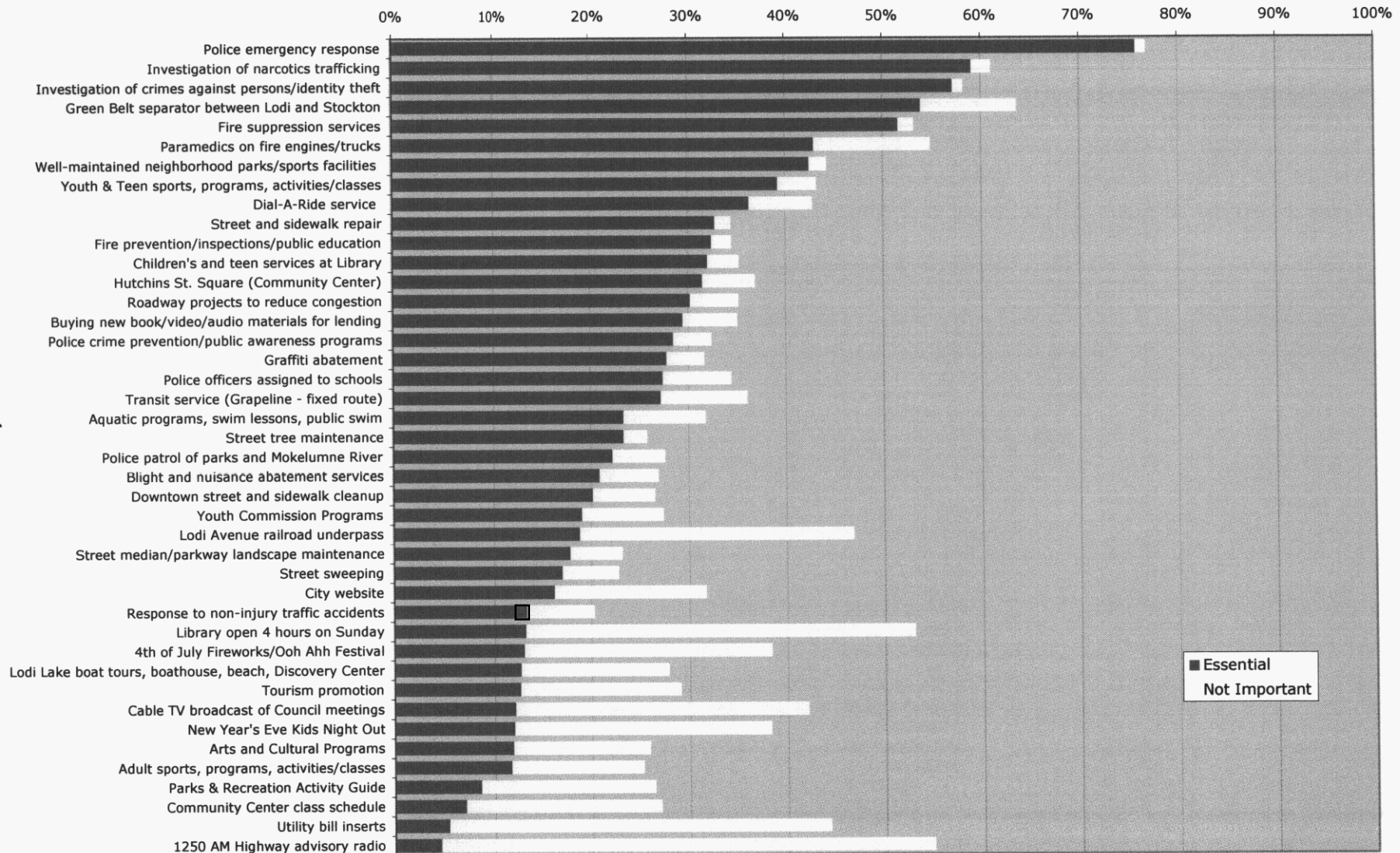
Zip Code	Responses	%
95240	732	59 %
95242	490	40 %
95241	12	1 %
Grand Total	1234	100 %

In which age bracket are you?	Responses	%
18 - 24	21	2 %
25 - 34	96	8 %
35 - 49	316	25 %
50 - 65	381	31 %
66 - 75	242	19 %
Over 75	190	15 %
Grand Total	1246	100 %

City of Lodi - General Fund Survey Ranking of Services Utility Customers



City of Lodi - General Fund Survey Essential vs. Not Important Utility Customers

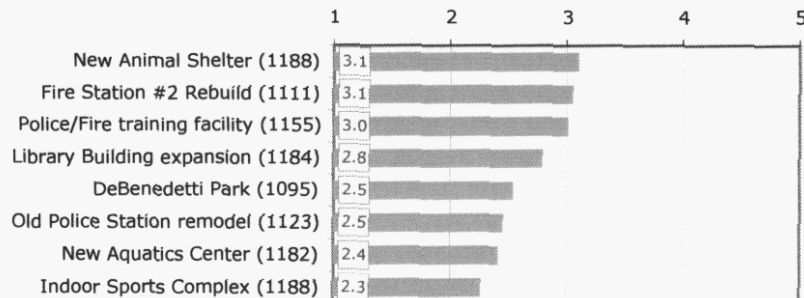


City of Lodi - General Fund Survey Score Composition of Services Utility Customers

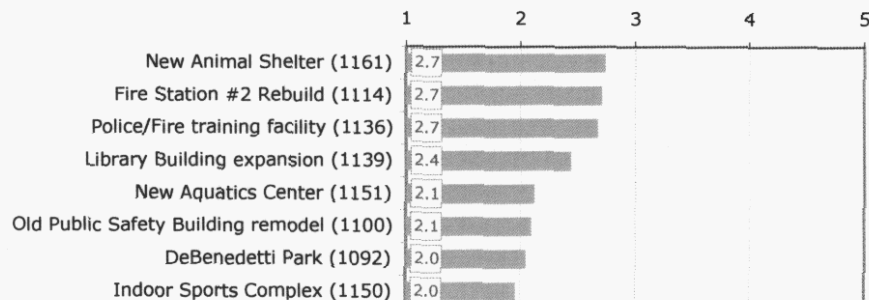


City of Lodi - General Fund Survey Ranking of Projects, Taxes, other Issues Utility Customers

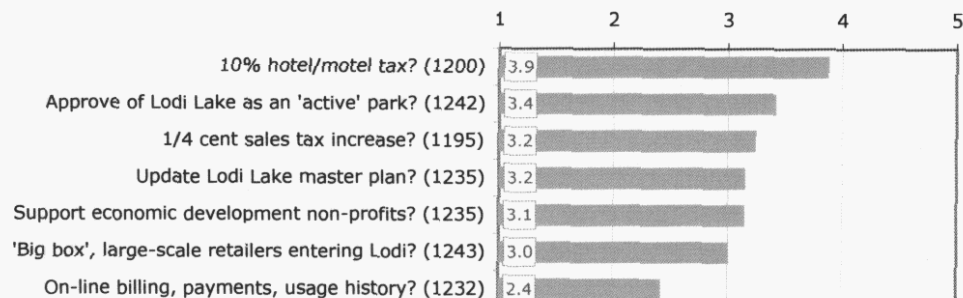
How important are these proposed construction projects?



Would you support bond measures for these projects?



Would you support these tax increases or other Lodi issues?



City of Lodi
General Fund Survey
Prepared for: City of Lodi
Report Date: April 19, 2004

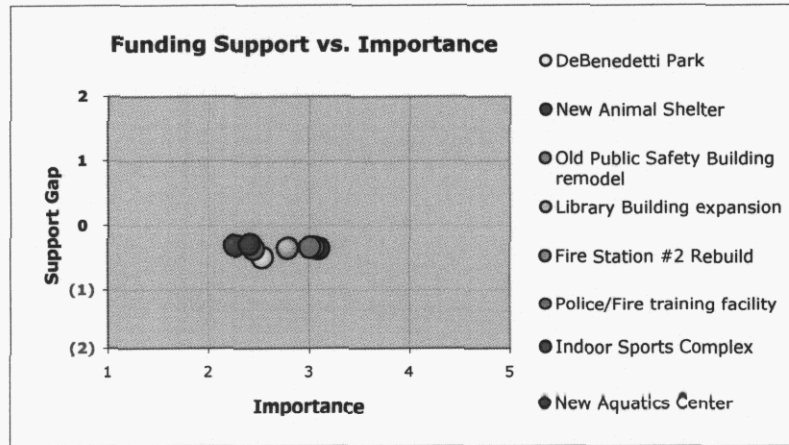
**Utility Customers
Proposed Construction Projects
Importance vs. Funding Support**

*How important are these proposed construction projects?
...Would you support bond measures for these projects?*

	Support*	Importance*	Support Gap**
DeBenedetti Park	2.0	2.5	(0.5)
New Animal Shelter	2.7	3.1	(0.4)
Old Public Safety Building remodel	2.1	2.5	(0.4)
Library Building expansion	2.4	2.8	(0.4)
Fire Station #2 Rebuild	2.7	3.1	(0.3)
Police/Fire training facility	2.7	3.0	(0.3)
Indoor Sports Complex	2.0	2.3	(0.3)
New Aquatics Center	2.1	2.4	(0.3)

* Average scores are based on a rating scale of 1 (Not Important/Not Supportive) to 5 (Very Important/Very Supportive).

** Support gap is calculated by subtracting Importance from Support



The Support "Gap" is the average "support" score minus the average importance score for each proposed project. It is generally seen as a measure of the degree to which support for funding the projects with bond measures meets, exceeds, or falls short of the importance of the project.

filed 4-21-04
1-2



City of Lodi, California
General Fund Survey

February – March, 2004

Exhibit "C" - Combined Segments

(Voters and Utilities Customers)



City of Lodi
General Fund Survey
Prepared for: City of Lodi

Note: Total responses per question vary because not all participants answered each question.
 Answers are ranked by highest to lowest % response.

Response Rate Comparison
Voters vs. Utility Customers

Report Date: April 19, 2004

Voter Responses: 791
Utility Responses: 1261

10% hotel/motel tax (Up from current 6%)	Voters	Utility
5	45%	51 %
4	18%	15 %
3	15%	13 %
2	5%	6 %
1	14%	13 %
Not sure	3%	3 %
Grand Total	100%	100 %

1/4 cent sales tax increase	Voters	Utility
5	31%	35 %
4	17%	14 %
3	14%	14 %
2	7%	7 %
1	28%	27 %
Not sure	4%	3 %
Grand Total	100%	100 %

To what extent do you approve of 'big box', large-scale retailers entering Lodi?	Voters	Utility
Strongly approve	31%	30%
Somewhat approve	15%	14%
I'm neutral about it	13%	14%
Somewhat disapprove	14%	12%
Strongly disapprove	27%	31%
Grand Total	100%	100 %

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs?	Voters	Utility
Definitely!	16%	15%
Probably	24%	27%
I'm neutral about it	29%	25%
Probably not	21%	23%
Definitely not!	10%	10%
Grand Total	100%	100 %

Should the City continue to partially fund non-profits that promote community and economic development?	Voters	Utility
Definitely!	17%	15%
Probably	30%	29%
I'm neutral about it	25%	23%
Probably not	19%	19%
Definitely not!	9%	13%
Grand Total	100%	100 %

If the City offered on-line utility billing, payments, and usage history, how often would you use it?	Voters	Utility
Always	14%	16%
Often	11%	12%
Occasionally	11%	12%
Rarely	17%	17%
Never	47%	43%
Grand Total	100%	100 %

To what extent do you approve of Lodi Lake as an 'active' park?	Voters	Utility
Strongly approve	29%	28%
Somewhat approve	28%	26%
I'm neutral about it	17%	18%
Somewhat disapprove	14%	16%
Strongly disapprove	12%	12%
Grand Total	100%	100%

Are there school-age children in your household?	Voters	Utility
None	77 %	72 %
One	11 %	12 %
Two	9 %	11 %
Three	3 %	3 %
Four	0 %	1 %
More than four	0 %	0 %
Grand Total	100 %	100 %

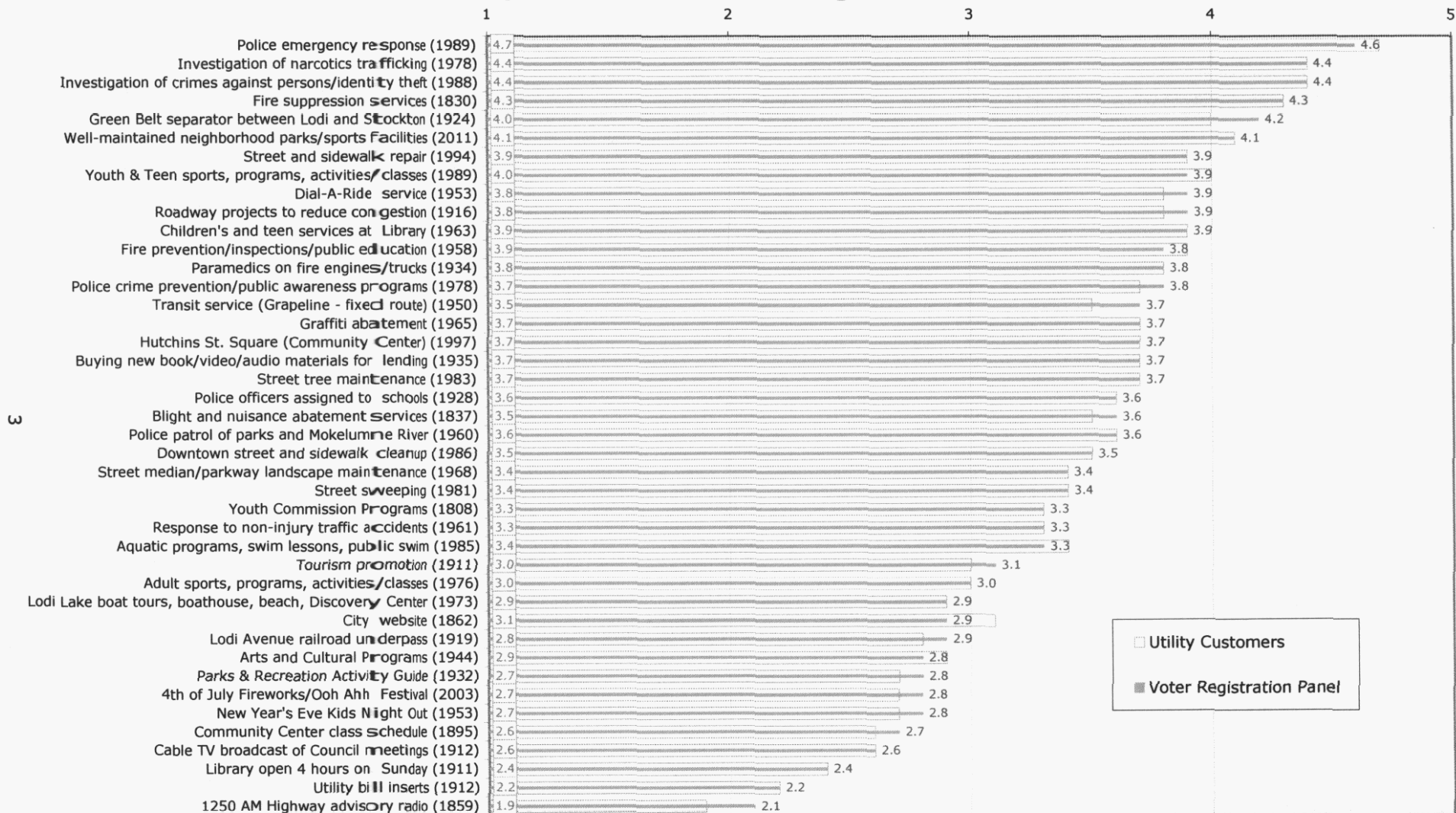
Do you own or rent your residence?	Voters	Utility
I own my residence	85 %	83 %
I rent my residence	13 %	15 %
Other	3 %	2 %
Grand Total	100 %	100 %

In which age bracket are you?	Voters	Utility
18 - 24	1 %	2 %
25 - 34	5 %	8 %
35 - 49	21 %	25 %
50 - 65	34 %	31 %
66 - 75	20 %	19 %
Over 75	19 %	15 %
Grand Total	100 %	100 %

How long have you lived in Lodi?	Voters	Utility
0 - 2 years	1 %	6 %
3 - 5 years	11 %	10 %
6 - 10 years	8 %	9 %
11 - 15 years	11 %	9 %
16 - 20 years	10 %	10 %
More than 20 years	59 %	56 %
Grand Total	100 %	100 %

Zip Code	Voters	Utility
95240	57 %	59 %
95242	42 %	40 %
95241	1 %	1 %
Grand Total	100 %	100 %

City of Lodi - General Fund Survey Ranking of Services Utility Customers vs. Voter Registration Panel

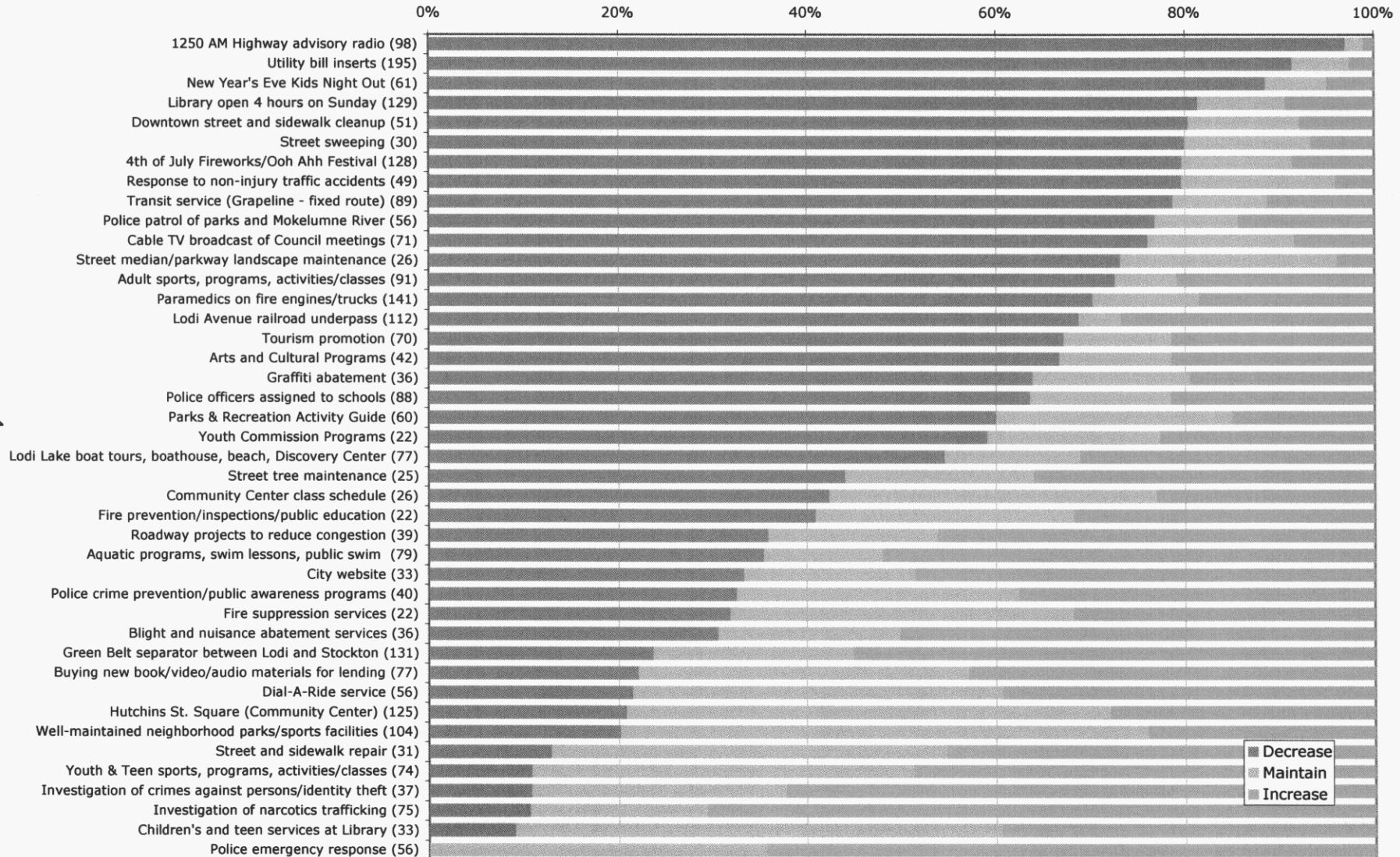


City of Lodi - General Fund Survey

Funding Level Adjustments

Voter Registration and Utility Panels

*Data represents respondents who selected a service funding level adjustment





Lodi General Fund Survey

Final Data Highlights

Feb-Mar, 2004



Survey Summary

Service Priorities – General Fund

- Two panels – (a) random selection of registered voters; (b) utility customers.
- Participants had two ways to respond: online and via paper survey.
- Online participants registered online first; 86% of registrants completed survey.
- Approximately 2000 paper survey requests, 1053 responses, or a 53% response
- 870 OCAP panelists (with email)



Survey Summary – Voter Panel (Random Selection of Lodi Addresses)

- 4,000 postcards were mailed on 2/13/04
4,000 reminder cards mailed 2/19/04
3,850 qualified addresses
- 791 total responses
- 346 online
- 445 paper surveys
- 56% paper response



Survey Summary – Utility Customers (All Residents invited to respond)

- All utility bills in month of March, 2004 received an insert for the survey. (25k)
- 1261 total responses
- 653 online
- 608 paper
- 48% paper response



Demographics: Zip Code

Zip Code	Voters	Utility
95240	57 %	59 %
95242	42 %	40 %
95241	1 %	1 %
Grand Total	100 %	100 %



Demographics: Years in Lodi

How long have you lived in Lodi?

Answer	Responses		
0 - 2 years	85	4%	<div></div>
3 - 5 years	206	10%	<div></div>
6 - 10 years	182	9%	<div></div>
11 - 15 years	197	10%	<div></div>
16 - 20 years	201	10%	<div></div>
More than 20 years	1161	57%	<div></div>

Participants responding: 2032

How long have you lived in Lodi?	Voters	Utility
0 - 2 years	1 %	6 %
3 - 5 years	11 %	10 %
6 - 10 years	8 %	9 %
11 - 15 years	11 %	9 %
16 - 20 years	10 %	10 %
More than 20 years	59 %	56 %
Grand Total	100 %	100 %



Demographics: Age Bracket

In which age bracket are you?

Answer	Responses		
Under 18	7	0%	
18 - 24	30	1%	
25 - 34	133	7%	
35 - 49	476	23%	
50 - 65	648	32%	
66 - 75	394	19%	
Over 75	339	17%	

Participants responding: 2027

Excluded from scoring: 0

Average score: 57.0

In which age bracket are you?	Voters	Utility
18 - 24	1 %	2 %
25 - 34	5 %	8 %
35 - 49	21 %	25 %
50 - 65	34 %	31 %
66 - 75	20 %	19 %
Over 75	19 %	15 %
Grand Total	100 %	100 %



Demographics: Children

Are there school-age children in your household?

Answer	Responses		
None	1484	74%	<div></div>
One	232	12%	<div></div>
Two	203	10%	<div></div>
Three	65	3%	<div></div>
Four	15	1%	<div></div>
More than four	4	0%	<div></div>

Participants responding: 2003

Excluded from scoring: 0

Average score: 0.5

Are there school-age children in your household?	Voters	Utility
None	77 %	72 %
One	11 %	12 %
Two	9 %	11 %
Three	3 %	3 %
Four	0 %	1 %
More than four	0 %	0 %
Grand Total	100 %	100 %



Demographics: Rent v. Own

Do you own or rent your residence?

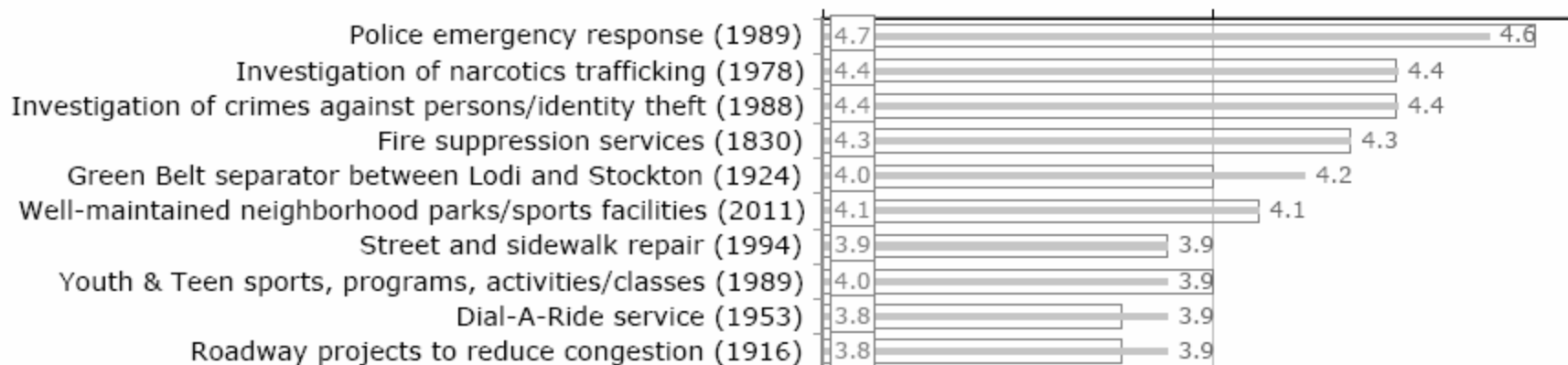
Answer	Responses		
I own my residence	1697	84%	<div></div>
I rent my residence	289	14%	<div></div>
Other	46	2%	<div></div>

Participants responding: 2032

Do you own or rent your residence?	Voters	Utility
I own my residence	85 %	83 %
I rent my residence	13 %	15 %
Other	3 %	2 %
Grand Total	100 %	100 %



Top 10 Services (Ranked by Importance)

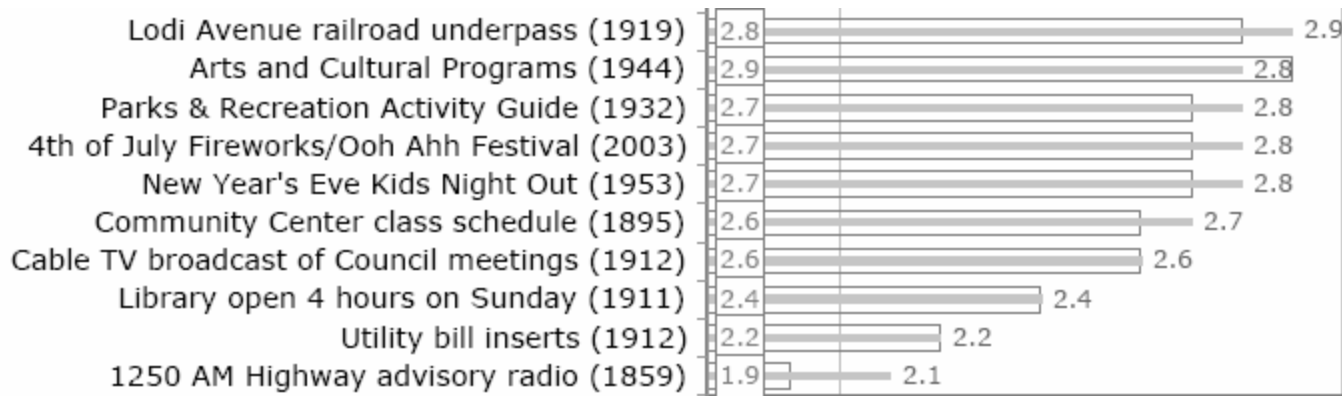


□ Utility Customers

■ Voter Registration Panel



Bottom 10 Services (Ranked by Importance)

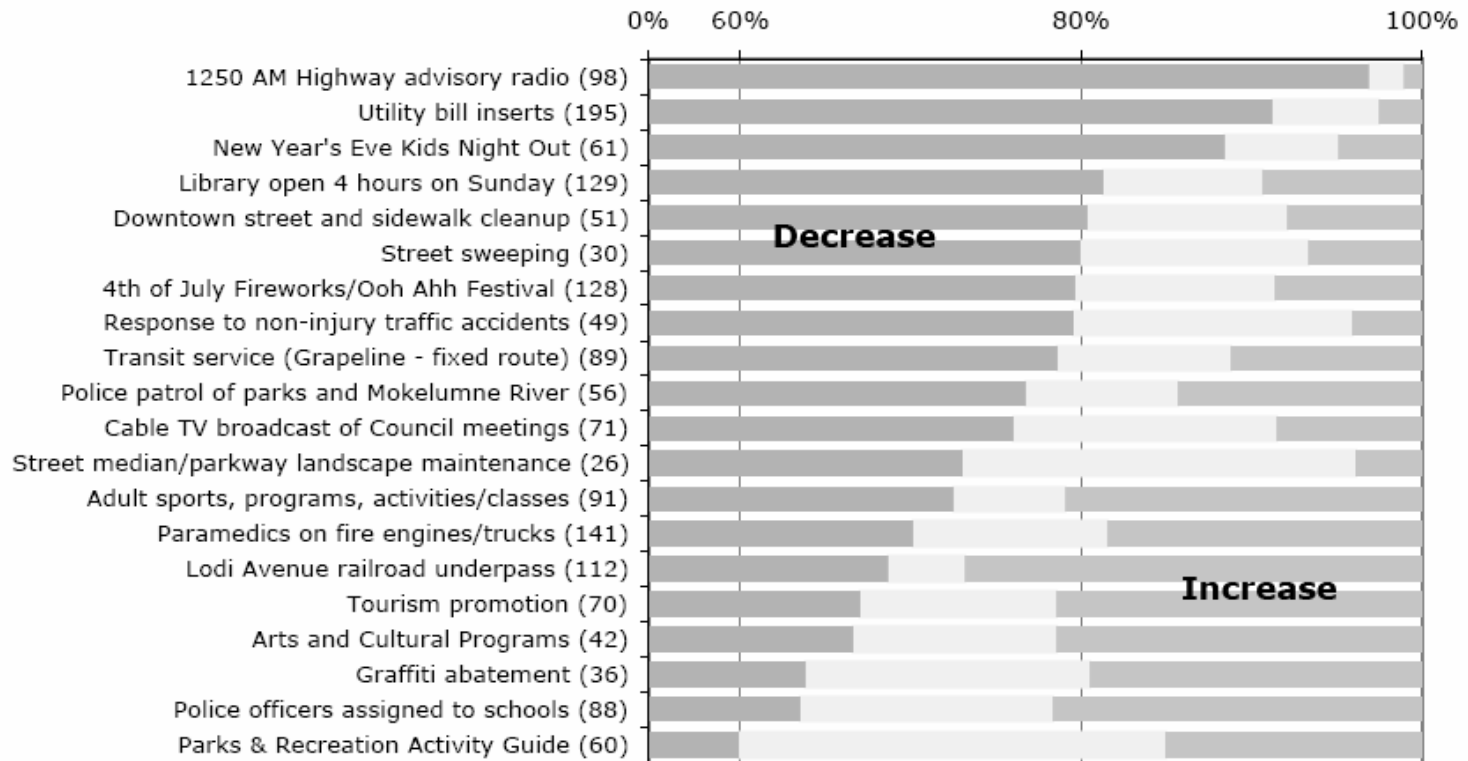


□ Utility Customers

■ Voter Registration Panel



Top 20 Services mentioned to "Decrease" Funds ("Passion Index")





Indoor Sports Complex

Indoor Sports Complex

Answer	Responses		
1	785	39%	<div></div>
2	394	19%	<div></div>
3	358	18%	<div></div>
4	215	11%	<div></div>
5	182	9%	<div></div>
Not sure	87	4%	<div></div>

Participants responding: 2021

Excluded from scoring: 87

Average score: 2.3

Indoor Sports Complex (\$9 million) (\$34)

Answer	Responses		
1	1103	55%	<div></div>
2	265	13%	<div></div>
3	196	10%	<div></div>
4	139	7%	<div></div>
5	170	9%	<div></div>
Not sure	120	6%	<div></div>

Participants responding: 1993

Excluded from scoring: 120

Average score: 1.9



New Aquatics Center

New Aquatics Center

Answer	Responses		
1	734	36%	<div></div>
2	403	20%	<div></div>
3	374	19%	<div></div>
4	193	10%	<div></div>
5	220	11%	<div></div>
Not sure	93	5%	<div></div>

Participants responding: 2017
 Excluded from scoring: 93
 Average score: 2.4

New Aquatics Center (\$5 million) (\$19)

Answer	Responses		
1	1020	51%	<div></div>
2	285	14%	<div></div>
3	224	11%	<div></div>
4	139	7%	<div></div>
5	205	10%	<div></div>
Not sure	118	6%	<div></div>

Participants responding: 1991
 Excluded from scoring: 118
 Average score: 2.1



DeBenedetti Park

DeBenedetti Park

Answer	Responses		
1	495	25%	<div></div>
2	378	19%	<div></div>
3	530	26%	<div></div>
4	212	11%	<div></div>
5	167	8%	<div></div>
Not sure	224	11%	<div></div>

Participants responding: 2006

Excluded from scoring: 224

Average score: 2.5

DeBenedetti Park (\$9 million) (\$34)

Answer	Responses		
1	893	45%	<div></div>
2	328	17%	<div></div>
3	293	15%	<div></div>
4	142	7%	<div></div>
5	130	7%	<div></div>
Not sure	195	10%	<div></div>

Participants responding: 1981

Excluded from scoring: 195

Average score: 2.0



Library Building expansion

Library Building expansion

Answer	Responses		
1	404	20%	<div></div>
2	371	18%	<div></div>
3	550	27%	<div></div>
4	371	18%	<div></div>
5	225	11%	<div></div>
Not sure	96	5%	<div></div>

Participants responding: 2017

Excluded from scoring: 96

Average score: 2.8

Library Building expansion (\$15 million) (\$57)

Answer	Responses		
1	683	34%	<div></div>
2	344	17%	<div></div>
3	366	18%	<div></div>
4	263	13%	<div></div>
5	205	10%	<div></div>
Not sure	129	6%	<div></div>

Participants responding: 1990

Excluded from scoring: 129

Average score: 2.4



New Animal Shelter

New Animal Shelter

Answer	Responses		
1	335	17%	<div></div>
2	302	15%	<div></div>
3	505	25%	<div></div>
4	389	19%	<div></div>
5	402	20%	<div></div>
Not sure	85	4%	<div></div>

Participants responding: 2018

Excluded from scoring: 85

Average score: 3.1

I

New Animal Shelter (\$4 million) (\$15)

Answer	Responses		
1	573	29%	<div></div>
2	296	15%	<div></div>
3	399	20%	<div></div>
4	264	13%	<div></div>
5	349	18%	<div></div>
Not sure	112	6%	<div></div>

Participants responding: 1993

Excluded from scoring: 112

Average score: 2.7



Old Police Station remodel

Old Police Station remodel

Answer	Responses		
1	508	25%	<div></div>
2	419	21%	<div></div>
3	549	27%	<div></div>
4	223	11%	<div></div>
5	138	7%	<div></div>
Not sure	172	9%	<div></div>

Participants responding: 2009

Excluded from scoring: 172

Average score: 2.5

Old Public Safety Building remodel (\$3.5 million) (\$13)

Answer	Responses		
1	769	39%	<div></div>
2	410	21%	<div></div>
3	370	19%	<div></div>
4	133	7%	<div></div>
5	104	5%	<div></div>
Not sure	191	10%	<div></div>

Participants responding: 1977

Excluded from scoring: 191

Average score: 2.1



Police/Fire training facility

Police/Fire training facility

Answer	Responses		
1	313	16%	<div></div>
2	302	15%	<div></div>
3	545	27%	<div></div>
4	405	20%	<div></div>
5	324	16%	<div></div>
Not sure	123	6%	<div></div>

Participants responding: 2012

Excluded from scoring: 123

Average score: 3.1

Police/Fire training facility (\$1.5 million) (\$6)

Answer	Responses		
1	581	29%	<div></div>
2	298	15%	<div></div>
3	373	19%	<div></div>
4	299	15%	<div></div>
5	306	15%	<div></div>
Not sure	132	7%	<div></div>

Participants responding: 1989

Excluded from scoring: 132

Average score: 2.7



Fire Station #2 Rebuild

Police/Fire training facility

Answer	Responses		
1	313	16%	<div></div>
2	302	15%	<div></div>
3	545	27%	<div></div>
4	405	20%	<div></div>
5	324	16%	<div></div>
Not sure	123	6%	<div></div>

Participants responding: 2012

Excluded from scoring: 123

Average score: 3.1

Police/Fire training facility (\$1.5 million) (\$6)

Answer	Responses		
1	581	29%	<div></div>
2	298	15%	<div></div>
3	373	19%	<div></div>
4	299	15%	<div></div>
5	306	15%	<div></div>
Not sure	132	7%	<div></div>

Participants responding: 1989

Excluded from scoring: 132

Average score: 2.7



Would you support tax increases?

10% hotel/motel tax (Up from current 6%)

PAID ONLY BY THOSE WHO STAY AT LODI HOTELS/MOTELS.

GENERATES AN ADDITIONAL \$266,500 IN ANNUAL REVENUE.

Answer	Responses		
1	266	13%	
2	111	5%	
3	272	13%	
4	325	16%	
5	982	49%	
Not sure	64	3%	

Participants responding: 2020

Excluded from scoring: 64

Average score: 3.8

1/4 cent sales tax increase

GENERATES AN ADDITIONAL \$1.8 MILLION IN ANNUAL REVENUE.

Answer	Responses		
1	554	27%	
2	137	7%	
3	278	14%	
4	301	15%	
5	679	34%	
Not sure	69	3%	

Participants responding: 2018

Excluded from scoring: 69

Average score: 3.2



Do you approve of 'big box' retailers?

To what extent do you approve of 'big box', large-scale retailers entering Lodi? (E.G. SUPERWALMART, COSTCO)

Answer	Responses		
Strongly approve	614	30%	
Somewhat approve	292	14%	
I'm neutral about it	271	13%	
Somewhat disapprove	252	12%	
Strongly disapprove	596	29%	

Participants responding: 2025

Excluded from scoring: 0

Average score: 3.0

To what extent do you approve of 'big box', large-scale retailers entering Lodi?	Voters	Utility
Strongly approve	31%	30%
Somewhat approve	15%	14%
I'm neutral about it	13%	14%
Somewhat disapprove	14%	12%
Strongly disapprove	27%	31%
Grand Total	100%	100 %



Should the city allocate funds to update Lodi Lake master plan?

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs? (PLAN COVERS PEDESTRIAN CAUSEWAYS, PARK USE, RV CAMPING, DISCOVERY CENTER., ETC.)

Answer	Responses		
Definitely!	318	16%	<div></div>
Probably	515	26%	<div></div>
I'm neutral about it	537	27%	<div></div>
Probably not	447	22%	<div></div>
Definitely not!	196	10%	<div></div>

Participants responding: 2013

Excluded from scoring: 0

Average score: 3.2

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs?	Voters	Utility
Definitely!	16%	15%
Probably	24%	27%
I'm neutral about it	29%	25%
Probably not	21%	23%
Definitely not!	10%	10%
Grand Total	100%	100 %



Do you approve of Lodi Lake as an 'active' park?

To what extent do you approve of Lodi Lake as an 'active' park?

(ACTIVE MEANS EVENTS SUCH AS CONCERTS, FIREWORK DISPLAYS, WATERSPORT COMPETITIONS, ETC.)

Answer	Responses		
Strongly approve	574	28%	<div></div>
Somewhat approve	537	27%	<div></div>
I'm neutral about it	365	18%	<div></div>
Somewhat disapprove	303	15%	<div></div>
Strongly disapprove	246	12%	<div></div>

Participants responding: 2025

Excluded from scoring: 0

Average score: 3.4

To what extent do you approve of Lodi Lake as an 'active' park?	Voters	Utility
Strongly approve	29%	28%
Somewhat approve	28%	26%
I'm neutral about it	17%	18%
Somewhat disapprove	14%	16%
Strongly disapprove	12%	12%
Grand Total	100%	100%



Should the City continue to partially fund non-profits?

Should the City continue to partially fund non-profits that promote community and economic development? (E.G. CHAMBER OF COMMERCE, CONVENTION & VISITORS BUREAU, DOWNTOWN LODI BUSINESS PARTNERSHIP, SAN JOAQUIN PARTNERSHIP.)

Answer	Responses		
Definitely!	318	16%	<div></div>
Probably	598	30%	<div></div>
I'm neutral about it	484	24%	<div></div>
Probably not	385	19%	<div></div>
Definitely not!	230	11%	<div></div>

Participants responding: 2015

Excluded from scoring: 0

Average score: 3.2

Should the City continue to partially fund non-profits that promote community and economic development?	Voters	Utility
Definitely!	17%	15%
Probably	30%	29%
I'm neutral about it	25%	23%
Probably not	19%	19%
Definitely not!	9%	13%
Grand Total	100%	100 %



Would you use on-line utility information?

If the City offered on-line utility billing, payments, and usage history, how often would you use it?

Answer	Responses		
Always	309	15%	<div></div>
Often	233	12%	<div></div>
Occasionally	236	12%	<div></div>
Rarely	340	17%	<div></div>
Never	890	44%	<div></div>

Participants responding: 2008

Excluded from scoring: 0

Average score: 2.4

If the City offered on-line utility billing, payments, and usage history, how often would you use it?	Voters	Utility
Always	14%	16%
Often	11%	12%
Occasionally	11%	12%
Rarely	17%	17%
Never	47%	43%
Grand Total	100%	100 %